

(FILE 'HOME' ENTERED AT 11:24:23 ON 14 JUN 2000)

FILE 'USPATFULL' ENTERED AT 11:24:47 ON 14 JUN 2000

L1 2303 S 900/AB

L2 8151 S INTERNET

L3 12 S L1 AND L2

→ review all

FILE 'USPATFULL' ENTERED AT 12:29:13 ON 14 JUN 2000

L4 1085 S (AD# OR ADVERTIS?)/TI

L5 11466 S INTERNET OR ONLINE OR WORLD(3A)WEB

L6 40 S L4 AND L5

→ review all

- L6 ANSWER 1 OF 40 USPATFULL  
TI Automated synchronous product pricing and **advertising** system
- L6 ANSWER 2 OF 40 USPATFULL  
TI Internet-audiotext electronic **advertising** system  
with inventory management
- L6 ANSWER 3 OF 40 USPATFULL  
TI Method for **advertising** over a computer network utilizing  
virtual environments of games
- L6 ANSWER 4 OF 40 USPATFULL  
TI Apparatus and method for **advertising** in zoomable content
- L6 ANSWER 5 OF 40 USPATFULL  
TI Method and apparatus for allowing **online** directory producers  
to preview **advertisement** in **online** directory  
listings
- L6 ANSWER 6 OF 40 USPATFULL  
TI Method for distributing **advertising** in a distributed web  
modification system
- L6 ANSWER 7 OF 40 USPATFULL  
TI Electronic mail system with **advertising**
- L6 ANSWER 8 OF 40 USPATFULL  
TI Method and system for presenting customized **advertising** to a  
user on the **world wide web**
- L6 ANSWER 9 OF 40 USPATFULL  
TI System and method for scheduling and controlling delivery of  
**advertising** in a communications network
- L6 ANSWER 10 OF 40 USPATFULL  
TI Multimedia architecture for interactive **advertising** in which  
secondary programming is varied based upon viewer demographics and  
content of primary programming
- L6 ANSWER 11 OF 40 USPATFULL  
TI Two-way remote control with **advertising** display
- L6 ANSWER 12 OF 40 USPATFULL  
TI Systems and methods for linking television viewers with  
**advertisers** and broadcasters
- L6 ANSWER 13 OF 40 USPATFULL  
TI Dynamic **advertising** scheduling, display, and tracking
- L6 ANSWER 14 OF 40 USPATFULL  
TI System and method for iteratively determining quantization intervals of  
a remote **ADC** and modem employing the same
- L6 ANSWER 15 OF 40 USPATFULL  
TI Internet-audiotext electronic **advertising** system  
with enhanced matching and notification
- L6 ANSWER 16 OF 40 USPATFULL  
TI MPEG motion compensation using operand routing and performing

add and divide in a single instruction

L6 ANSWER 17 OF 40 USPATFULL  
TI Method and apparatus enabling valuation of user access of advertising carried by interactive information and entertainment services

L6 ANSWER 18 OF 40 USPATFULL  
TI System for tracking consumer exposure and for exposing consumers to different advertisements

L6 ANSWER 19 OF 40 USPATFULL  
TI Wavelength-selective optical add/drop using tilting micro-mirrors

L6 ANSWER 20 OF 40 USPATFULL  
TI Mobile tele-computer network for motion picture, television and tv advertising production

L6 ANSWER 21 OF 40 USPATFULL  
TI System and method for displaying user selected set of advertisements

L6 ANSWER 22 OF 40 USPATFULL  
TI Method of delivery, targeting, and measuring advertising over networks

L6 ANSWER 23 OF 40 USPATFULL  
TI Banner advertising display system and method with frequency of advertisement control

L6 ANSWER 24 OF 40 USPATFULL  
TI On-line advertising system and its method

L6 ANSWER 25 OF 40 USPATFULL  
TI System and method for delivering customized advertisements within interactive communication systems

L6 ANSWER 26 OF 40 USPATFULL  
TI Downloading method for songs and advertisements

L6 ANSWER 27 OF 40 USPATFULL  
TI Automated collaborative filtering in world wide web advertising

L6 ANSWER 28 OF 40 USPATFULL  
TI System for communicating information about nodes configuration by generating advertisements having era values for identifying time reference for which the configuration is operative

L6 ANSWER 29 OF 40 USPATFULL  
TI Ad taking pagination information system

L6 ANSWER 30 OF 40 USPATFULL  
TI Method for the hot add of a network adapter on a system including a dynamically loaded adapter driver

L6 ANSWER 31 OF 40 USPATFULL  
TI Targeting advertising in a home retail banking delivery service

L6 ANSWER 32 OF 40 USPATFULL  
TI Advertiser pays information and messaging system and apparatus

L6 ANSWER 33 OF 40 USPATFULL

- TI      **Advertisement** authentication system in which  
advertisements are downloaded for off-line display
- L6      ANSWER 34 OF 40 USPATFULL  
TI      **Advertising** method and system
- L6      ANSWER 35 OF 40 USPATFULL  
TI      Electronic mail system for displaying **advertisement** at local  
computer received from remote system while the local computer is  
off-line the remote system
- L6      ANSWER 36 OF 40 USPATFULL  
TI      System to add selectivley persistent resource data to unused  
bandwidth of digital movie
- L6      ANSWER 37 OF 40 USPATFULL  
TI      Information and **advertising** distribution system and method
- L6      ANSWER 38 OF 40 USPATFULL  
TI      Digital active **advertising**
- L6      ANSWER 39 OF 40 USPATFULL  
TI      Pump top **advertisement** distribution and display system with  
performance and sales information feedback
- L6      ANSWER 40 OF 40 USPATFULL  
TI      Method and apparatus for **advertising** services of two network  
servers from a single network node